

## **PRIVACY POLICY STATEMENT**

### Statement of Policy

Pacific Early Childhood Education Research Association (Hong Kong) Limited ("the **Association**") is a charitable institution registered under section 88 of the Inland Revenue Ordinance (Cap. 112) in Hong Kong.

The Association is committed to ensuring that all personal data collected in relation to the application for membership of the Association, membership affairs, all their activities, including donations are handled in accordance with the relevant provisions of the Hong Kong Personal Data (Privacy) Ordinance (Cap. 486) (the "**PDPO**").

When the Association collects personal data from individuals, the Association will provide them with a Personal Information Collection Statement on or before the collection of the personal data (in paper/electronic form).

### Statement of Practices

#### *Kinds of personal data collected and purposes for collection*

1. Personal data collected from individuals may include: (i) name, (ii) gender, (iii) education, (iv) affiliated institution with name, (v) position and title, (vi) mailing address, (vii) email address, (viii) research interest area, and (ix) other related information provided by individuals in relation to membership and activities organised or participated by the Association (collectively referred to as the "**Personal Data**"); and
2. The Personal Data will be used for the purposes of (i) processing membership applications, (ii) updating the registration record, (iii) organizing activities and events for members or non-members, (iv) contacting and communicating with applicants and members directly or indirectly by using third-party platforms on matters which are directly related to the functions of the Association, (v) direct marketing purposes and (vi) other purposes related to the above authorized and/or permitted by law ("the **Purposes**").

#### *Disclosure of Personal Data*

Some of the Personal Data (such as mailing address and email address) may be transferred to third party service providers, agents or other persons appointed by the Association to undertake some of its administrative and technical functions for the Purposes.

The Association may also use the Personal Data for direct marketing purposes. At any point in time, should any individuals wish to opt out from receiving information from the Association or do not wish to be contacted by the Association, they may send their request by email to [seminar@pecera.org.hk](mailto:seminar@pecera.org.hk).

### *Protective Measures*

The Association will take appropriate steps to protect the Personal Data it holds against loss, unauthorised access, use, modification or disclosure.

### *Retention of Personal Data*

The Association will take all reasonably practicable steps to ensure that Personal Data will not be kept longer than is necessary for the fulfilment of the above Purposes (or any directly related purpose) for which the data are or are to be used.

Personal Data collected by the Association will be kept for 7 years after the termination of the membership.

Personal Data which are no longer used or required will be destroyed.

### *Access to and Correction of Personal Data*

Individuals who provide Personal Data to the Association have the right to request access to and correction of the Personal Data held by the Association, and the right to request a copy of such data in accordance with the PDPO.

The Association has the right to charge a reasonable fee for processing any data access request.

All requests should be addressed in writing and emailed to [seminar@pecera.org.hk](mailto:seminar@pecera.org.hk).

### Use of Cookies

When you visit this website, the Association will use cookie files and web analytics services from other companies to store and track information about users anonymously. The cookie itself does not collect any personally identifiable information of users. The information collected by means of cookies on this website about you will include IP addresses and domain names, the types and configurations of browsers, language settings, geographic locations, operating

systems, previous sites visited, and time/durations and the pages visited, and which will only be used for compiling aggregate statistics on how visitors reach and browse this website. Such statistics are collected for the purpose of managing and improving the design of the website, identifying repeat visitors, storing your preferences so as to deliver a better and more personalised service.

You may choose to 'not accept' cookies by modifying the relevant Internet options or by changing the settings of your computer system. However, by doing so, you may find that certain available functions in our website may not be accessible or activated.

### Enquiries

Enquiries regarding the collection, use, disclosure, transfer, requests for access and correction of Personal Data should be emailed to [seminar@pecera.org.hk](mailto:seminar@pecera.org.hk).